

ABSTRACT

Title:

The reasons for building and operation system of selected rope courses centers in Czech republic.

Objectives:

Objective of this thesis is looking for main motivation for building rope courses centers in our country, which groups of people attending them mostly, how the price was set or how often new obstacles are building there.

Methods:

All data in this thesis were collected by questionnaire and telephonic interview with operators of rope courses centres.

Results:

Most of operators, who answer the questionnaire, said, that rope courses centre serve them for rising attendance of recreational site. Other motives was attendance of surrounding distrikt or absention of rope courses centres in neighborhood.

Key words:

Rope courses centre, marketing mix, sports services.